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UNIVERSITI  
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MARA

# TOSHIBA

## COMPANY ANALYSIS

### TOSHIBA CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF SPORT SCIENCE AND RECREATION**

**SEMESTER : 5**

**PROJECT TITLE : CASE STUDY OF TOSHIBA CORPORATION**

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## **EXECUTIVE SUMMARY**

Tokyo-based Toshiba Corporation is a leading manufacturer and marketer of electronic and electrical products, including information and communication equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and home appliances. Toshiba Sales & Services Sdn Bhd (No. 32538-D) (TSS) was established in Malaysia on 19 April 1977. One of the products produce by Toshiba is Torneo Vacuum Cleaner. The objectives of study are to analyses the problems that is to understanding about the technology that have been introduced in the industry and to analyses the problem that Toshiba Corporation faces and provide better solution to overcome the problem.

After doing company analysis, there are several problems founded about the Toshiba Torneo Vacuum Cleaner. The problem are this vacuum limit movement. This Toshiba Torneo vacuum designed by use the wire so it's have limited movement. Torneo vacuum just can move 5 meter from the cord. Second problem, don't have a system to know the garbage level. Therefore, this study comes out with three alternatives. The first alternative is use cordless performance can solve almost all the problem faces by the Toshiba Torneo Vacuum Cleaner. Cordless performance can have replaced the limit movement Toshiba Torneo Vacuum Cleaner. The second alternative is apply digital control display.

### 2.3 Product/Service

Photo	Name	Description
	<p>Torneo Vacuum Cleaner 2.8kg</p>	<p>Specifications</p> <ul style="list-style-type: none"> <li>• Centrifuged Dust Separation.</li> <li>• Maximum Input Power 1100w</li> <li>• Weight 2.8kg</li> <li>• Easy Grip</li> <li>• Operation Mode – Max, Mid, Min</li> <li>• Turbo head</li> <li>• Dismension(mm) – W 220 x D 310 x H 225</li> <li>• Color Gran Red (R)</li> </ul>
	<p>Torneo Vacuum Cleaner 2.7kg</p>	<p>Specifications</p> <ul style="list-style-type: none"> <li>• Centrifuged Dust Separation.</li> <li>• Maximum Input Power 1100w</li> <li>• Weight 2.7kg</li> <li>• Standard Grip</li> <li>• Operation Mode – On/Off</li> <li>• Multifunction Floor Head</li> <li>• Dismension(mm) – W 220 x D 310 x H 225</li> <li>• Color Silky Pink (p)</li> </ul>